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SKY Perfect JSAT Corporation

SKY PerfectTV! HD Lineup Expanded to 83 Channels 11 New Channels to be Added Starting in June 2010

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; hereafter "SKY Perfect JSAT") will add 11 new channels to the lineup for its "SKY PerfectTV! HD" multi-channel high-definition broadcasting service.

Following the addition, SKY PerfectTV! HD will offer a total of 83 channels, ranging from 10 popular premium channels to a 3D (Three-Dimensional Television) channel that will begin broadcasting for the 2010 FIFA World Cup. SKY Perfect JSAT will increase to number of channels available through the service to over 85 by December 31, 2010. (See attachment)

SKY Perfect JSAT aims to have a lineup of 100 high-definition channels by 2012, one of the largest in Japan. Going forward, the Company will continue to provide quality high-definition content from Japan and other countries in a wealth of genres and offer subscribers the ultimate television-viewing experience.

The new channels that will be added to the lineup and the broadcast launch schedule for 2010 are shown as follows.

Sports <ul style="list-style-type: none">Ch. 601 GOLF NETWORK HD	Japanese Drama and Variety <ul style="list-style-type: none">Ch. 663 PigooHD
Music <ul style="list-style-type: none">Ch. 644 Kayopops Channel HD	Adult <ul style="list-style-type: none">Ch. 942 Dynamite TV HDCh. 944 RAINBOW CHANNEL HDCh. 947 Cherry Bomb HD
Foreign Drama <ul style="list-style-type: none">Ch.658 Mnet HD	PPV (Pay Per View) <ul style="list-style-type: none">Ch. 169 Sukachan 3D169 (3D channel)
Entertainment <ul style="list-style-type: none">Ch. 621 Digital WOWOW1Ch. 622 Digital WOWOW2Ch. 623 Digital WOWOW3	Channels to be Launched by December 31, 2010 <ul style="list-style-type: none">KN Television HDSTAR CHANNEL Plus HV (tentative channel name)Disney Channel HD (tentative channel name)CNN HD (tentative channel name)PLAYBOY Channel HD (tentative channel name)

※ Please note that the broadcast launch schedule is subject to change.

※ Digital WOWOW will be provided in a multi-channel format via three channels.

※ PigooHD is the high-definition channel of ent!371. However, programming may vary between the two channels.

※ By December 31, 2010, SKY PerfectTV! HD will offer a total of 88 high-definition channels. (As of June 2010)

New Channel Lineup for SKY PerfecTV! HD in 2010

Sports <ul style="list-style-type: none">• GOLF NETWORK HD• GAORA HD• J sports 1 (High-Vision)• J sports 2 (High-Vision)• J sports Plus (High-Vision)• J sports ESPN (High-Vision)• sky•A sports+ HD• ntvG+ HD	Movie <ul style="list-style-type: none">• STAR CHANNEL HV• STAR CHANNEL CLASSIC HV• STAR CHANNEL PLUS HV*• EISEIGEKIJO HD• TOEI CHANNEL HD• Cinefil Imagica HD• THE CINEMA HD• Movie Plus HD• CHANNEL NECO HD• JAPANESE MOVIE CHANNEL HD	Leisure <ul style="list-style-type: none">• TABI CHANNEL HD• Tsuru Vision HD
Entertainment <ul style="list-style-type: none">• FUJITV NEXT (HD)• FUJITV ONE (HD)• FUJITV TWO (HD)• TBS Channel HD• tv asahi channel HD• Entermeitele HD• Digital WOWOW1• Digital WOWOW2• Digital WOWOW3• Disney Channel HD*	Animation <ul style="list-style-type: none">• AT-X HD!• CARTOON NETWORK (HD)• KIDS STATION HD• ANIMAX HD Japanese Drama and Variety <ul style="list-style-type: none">• MONDO21 HD• FAMILY THEATER HD• HOME DRAMA CHANNEL HD• Samurai Drama Channel HD• PigooHD*	Races <ul style="list-style-type: none">• GREEN CHANNEL HD• GREEN CHANNEL2 HD• PPV (Pay Per View) <ul style="list-style-type: none">• Sukachan HD 165-168• Perfect Choice HD138•• Sukachan HD 190-199• Sukachan 3D169 (starting June 19)
Music <ul style="list-style-type: none">• Music Japan TV HD• MTV HD• MUSIC ON! TV HD• SPACE SHOWER TV HD• MUSICVIDEO CHANNEL/VMC HD• Kayopops Channel HD	Foreign Drama <ul style="list-style-type: none">• Super! drama TV HD• UNIVERSAL Channel HD• AXN Mystery HD• AXN HD• FOX HD• FOXCRIME HD• FOXlife HD• LaLa HD• ASIA Dramatic TV★HD• KBS World HD• Mnet HD• KN Television HD*	Adult <ul style="list-style-type: none">• Dynamite TV HD• RAINBOW CHANNEL HD• Midnight Blue•HD• PARADISE TV HD• Cherry Bomb HD• ADULT HD RED• ADULT HD BLUE• PLAYBOY Channel HD*
Documentary <ul style="list-style-type: none">• HISTORY CHANNEL™ HD• National Geographic Channel HD• Discovery Channel Hi-Vision		
News <ul style="list-style-type: none">• TBS NEWSBIRD HD• CNN HD*		

Notes:

- Channels marked with an asterisk (*) are scheduled for launch by December 31, 2010, and the channel names are tentative.
- MIDNIGHT BLUE HD and PARADISE TV HD, currently with restricted broadcasting hours, will be converted to a full 24-hour format.
- CS GyaO HD will be rebranded as Entermeitele HD in June, 2010.
- There have been changes to the viewing method of ADULT HD RED and ADULT HD BLUE. As of , 2010, the monthly contract and PPD (pay per day) viewing options will be no longer available, and the subscribers will be only offered PPV (pay per view).

(As of June 2010)